

General Certificate of Secondary Education

Business Studies

Unit A291: Marketing and Enterprise

Specimen Controlled Assessment Material

A291CA

INSTRUCTIONS TO TEACHERS

- Please refer to Section 5 of the Business Studies specification for instructions on completing Controlled Assessment tasks.
- Each candidate's Quality of Written Communication is assessed within each of Investigations 1, 2 and 3 as part of AO3 (*).
- The word limit for the Controlled Assessment task (business report comprising Investigations 1, 2 and 3) is 2000 words.

CONTROLLED ASSESSMENT TASK

Marketing a leisure centre

Elsecar plc is a large construction company. It is intending to diversify by building and running a chain of leisure centres across England and Wales.

Elsecar plc has identified two suitable sites on which to build its first leisure centre; one in Donborough and one in Barncaster.

Elsecar plc has already collected data relating to each of these towns (Figs. 1 – 6). The company also wants to learn what it can about the business of running a leisure centre, both from other successful leisure centres and from its potential future customers; in particular, the 14 – 16 year old age group.

Elsecar plc has asked you to provide recommendations within a report on a number of marketing-related issues (Investigations 1, 2 and 3). The report should include each of Investigations 1, 2 and 3. You will need to give reasons for the recommendations that you make in each of Investigations 1, 2 and 3.

Elsecar plc expects you to use the data which it has already collected (Figs. 1 – 6) to arrive at your recommendation for Investigation 1. You are required to collect and make use of appropriate additional primary and/or secondary data in order to arrive at a recommendation(s) for each of Investigations 2 and 3.

The report may be hand-written or word processed and should use an appropriate structure. You should include appropriate charts, graphs, images and tables within your report. Charts, graphs, images and tables may be produced in the research/data collection phase.

You are advised to spend up to five hours on research/data collection and up to five hours writing your report.

Investigation 1

Recommend a location for the leisure centre; Barncaster **or** Donborough. The business report should discuss both the advantages **and** disadvantages of locating in each of the towns.

You should consider the following within your report:

- the data contained in Figs. 1 – 6.

(10 marks)

Investigation 2

For the location which you have chosen in Investigation 1, recommend pricing strategies which Elsecar plc should use for:

- the range of clients that it can expect;
- the range of products and services which it may provide.

You should consider the following within your report:

- the different pricing strategies that may be used by a leisure centre;

- the range of products and services a leisure centre may provide;
- the data provided in Figs. 1 – 6;
- any other information which may also be relevant.

(25 marks)

Investigation 3

Recommend a promotional campaign, aimed at 14 – 16 year olds, for the new leisure centre.

Discuss how the promotion of the leisure centre, aimed at 14 – 16 year olds, may change once it has become established.

You should consider the following within your report:

- a range of appropriate promotional strategies including promotional strategies that leisure centres use at present;
- the 14 –16 year old age group and the influence of promotional activity;
- the data provided in Figs. 1 – 6;
- any other information which may also be relevant.

(25 marks)

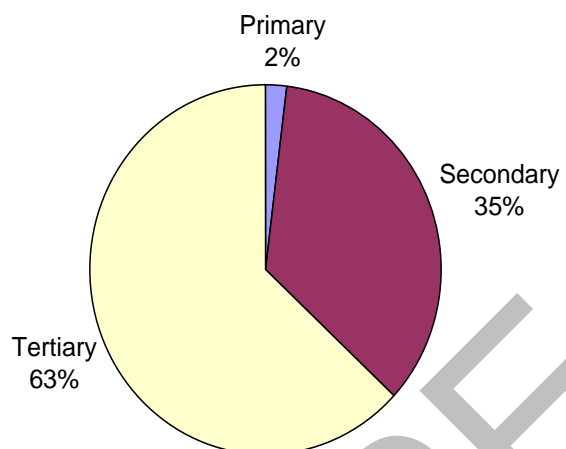
SECONDARY RESEARCH DATA

Fig. 1 – Social Class data

| Social Class | Job type | Barncaster | Donborough |
|---------------------|--|-------------------|-------------------|
| Class 1 - A | Higher managerial (e.g. company directors), professional (e.g. barristers, doctors). | 10% | 15% |
| Class 2 - B | Middle management, other professional (e.g. teachers, nurses). | 15% | 20% |
| Class 3 - C1 | Supervisors, skilled non-manual workers (e.g. clerical workers, sales assistants). | 35% | 35% |
| C2 | Skilled manual workers (e.g. plumbers, electricians). | 25% | 20% |
| Class 4 - D | Semi-skilled workers (e.g. assembly line workers, farm workers). | 10% | 5% |
| Class 5 - E | Unemployed, casual workers, state pensioners. | 5% | 5% |

Fig. 2 – Employment Data

Total Employed Barncaster – 50,000



Total Employed Donborough – 60,000

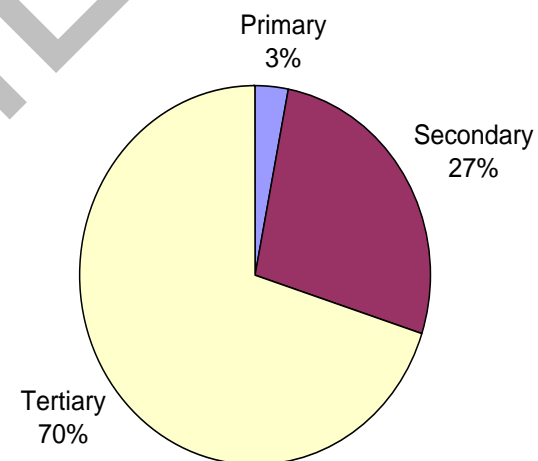


Fig. 3 – Average Income

| | Barncaster | Donborough |
|-----------------------|-------------------|-------------------|
| Annual Average Income | £24,0000 | £32,000 |

Fig. 4 – Total population and selected age range figures

| | Barncaster | Donborough |
|------------------|-------------------|-------------------|
| Total Population | 130,000 | 150,000 |
| Age 12 to 19 | 25,000 | 20,000 |
| Age 20 to 29 | 25,000 | 20,000 |
| Age 30 – 59 | 30,000 | 35,000 |
| Age 60+ | 20,000 | 45,000 |

Fig. 5 – Transport Facilities

| Barncaster | Donborough |
|--|--|
| <ul style="list-style-type: none"> • Good rail network • Good bus service from outlying districts into town • Good road connections from surrounding villages | <ul style="list-style-type: none"> • Good rail connections into town from outlying districts • Poor bus service in town • Suffers from road congestion in daytime |

Fig. 6 – Potential customer preference survey – Barncaster and Donborough.

| Most important feature of a new leisure centre | Response by Age Group | | | |
|---|------------------------------|----------------|----------------|------------|
| | 12 – 19 | 20 – 29 | 30 – 59 | 60+ |
| Importance of ease of access | 9 | 5 | 2 | 4 |
| Like background music whilst exercising | 2 | 8 | 8 | 2 |
| Beauty services available | 8 | 3 | 9 | 6 |
| Bar/bistro services during opening hours | 3 | 3 | 7 | 5 |
| Range of classes | 7 | 5 | 5 | 9 |
| Quality of instructors | 6 | 9 | 6 | 2 |
| Value for money | 4 | 4 | 2 | 3 |
| Cleanliness of changing rooms | 5 | 6 | 9 | 8 |
| Range of equipment available | 1 | 8 | 7 | 7 |

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

BUSINESS STUDIES

UNIT A291: Marketing and Enterprise

Specimen Controlled Assessment Mark Scheme

The maximum mark for this unit is **60**

Unit A291: Marketing and Enterprise

Candidates submit **one** Controlled Assessment task in the form of a business report. The report should comprise the **three** investigations for assessment. Investigation 1 is marked out of a total of 10 marks using the relevant marking criteria below. Investigations 2 and 3 are each marked out of a total of 25 marks using the relevant marking criteria below.

| INVESTIGATION 1 | | |
|-----------------|-----------|--|
| AO3* | 1-2 marks | The candidate demonstrates evidence of analysing and evaluating relevant/appropriate evidence, making detailed, reasoned judgements and presenting appropriate conclusions in the context of the investigation. The candidate expresses business ideas in an appropriate context. There may be some errors of spelling, punctuation and grammar. |
| | 0 marks | The candidate demonstrates no evidence of either analysing and evaluating, failing to make any recommendation(s) and/or draw a conclusion(s). Some simple ideas will have been expressed which contain some errors of spelling, punctuation and grammar which will be noticeable and intrusive. |
| AO2 | 1-4 marks | The candidate demonstrates evidence of applying his/her knowledge and understanding of relevant/appropriate marketing concepts, issues and terminology in planning and carrying out the task in the context of the investigation. |
| | 0 marks | The candidate demonstrates no evidence of applying his/her knowledge and understanding of relevant/appropriate marketing concepts, issues and terminology in planning and carrying out the task. |

| | | |
|------------|------------------|---|
| AO1 | 1-4 marks | The candidate demonstrates evidence of recalling, selecting and communicating his/her knowledge and understanding of relevant/appropriate marketing concepts, issues and terminology in the context of the investigation. |
| | 0 marks | The candidate demonstrates no evidence of recalling, selecting and communicating his/her knowledge and understanding of relevant/appropriate marketing concepts, issues and terminology. |

| INVESTIGATIONS 2 AND 3 | | |
|------------------------|------------|--|
| AO3* | 5-7 marks | <p>The candidate demonstrates evidence of analysing and evaluating relevant/appropriate evidence in the context of the investigation. Recommendation(s)/conclusion(s)/judgement(s) is/are appropriate and realistic and arise from logical and critical analysis of evidence presented/obtained.</p> <p>The candidate expresses relatively straight forward ideas with clarity and fluency. Arguments are generally relevant, though may stray from the point of the investigation. There may be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> |
| | 1-4 marks | <p>The candidate demonstrates some evidence of analysing and evaluating in the context of the investigation. An attempt is made to analyse the evidence presented/obtained to arrive at a recommendation(s) and/or draw simple conclusion(s) and/or arrive at simple judgement(s) which may be supported by relevant/appropriate business knowledge.</p> <p>The candidate expresses simple business ideas in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> |
| | 0 marks | <p>The candidate demonstrates no evidence of either analysis and/or evaluation, failing to make any recommendation(s) and/or draw a conclusion(s).</p> <p>Some simple ideas will have been expressed which contain some errors of spelling, punctuation and grammar which will be noticeable and intrusive.</p> |
| AO2 | 6-10 marks | The candidate demonstrates evidence of applying his/her knowledge and understanding in planning and carrying out the task in the context of the investigation. The ability to effectively apply relevant/appropriate marketing concepts, issues and terminology is demonstrated consistently. |
| | 1-5 marks | The candidate demonstrates some evidence of applying his/her knowledge and understanding in planning and carrying out the investigation. Some understanding of marketing concepts, issues and terminology is apparent. |
| | 0 marks | The candidate demonstrates no evidence of applying his/her knowledge and understanding in planning and carrying out the investigation. No understanding of marketing concepts, issues and terminology is apparent. |

| | | |
|-----|-----------|--|
| AO1 | 5-8 marks | The candidate consistently demonstrates evidence of recalling, selecting and communicating his/her knowledge and understanding of relevant/appropriate marketing concepts, issues and terminology in the context of the investigation. |
| | 1-4 marks | The candidate demonstrates some evidence of recalling, selecting and communicating his/her knowledge and understanding of marketing concepts, issues and terminology in the context of the investigation. |
| | 0 marks | The candidate demonstrates no evidence of recalling, selecting and communicating knowledge and understanding of marketing concepts, issues and terminology. |